

Roll No.

12647

MBA 2 yr. 3rd Semester

New Scheme 2019-20

Examination – February, 2022

CONSUMER BEHAVIOR

Paper : 20IMG23GM4

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt all 8 parts of the question in Section-A. Attempt *four* questions selecting *one* question from each unit in Section-B. All questions carry equal marks.

SECTION – A

1. Explain the following :

- (a) Consumer research
- (b) Customer retention strategy

12647-140e-(P-3)(O-9)(22)

P. T. O.

- (c) Customer satisfaction
- (d) Personality
- (e) Consumer attitude
- (f) Social class
- (g) Word of mouth
- (h) Diffusion of innovation

SECTION - B

UNIT - I

2. What is consumer behaviour ? Why the study of consumer behaviour is important and how it helps marketers in segmenting the market ?
3. How do consumers make decisions ? What factors influence their decision making process ? Give suitable examples.

UNIT - II

4. (a) What are different types of buying situations ? Explain, giving suitable examples.
- (b) How location of a store affects the retail consumer behaviour ?
5. Why marketers consider demographic analysis prior to setting the target market ? Discuss the applications to which a marketer's understanding of the

demographics can be put in marketing decisions, by taking suitable examples.

UNIT - III

6. How does culture influence consumer behaviour? Explain with the help of suitable examples.
7. Describe the significance of family in consumer behaviour. Which family cycle stage is likely to be most important to marketers ? How are the changing family roles influencing the marketing efforts in India ?

UNIT - IV

8. Explain various types of groups that have influence on consumer purchase decision. How do they influence ?
9. Why is an opinion leader more credible source of product information than an advertisement for the same product ? Explain.